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Design for Sustainability with Plastics

Packaging cannot be considered in isolation from the product supply chain. Environmental performance needs to be balanced with essential requirements for product protection, transport efficiency and usability.

With this in mind, the Plastics and Chemicals Industries Association (PACIA) and Sustainability Victoria have produced the *Design for Sustainability with Plastics Quickstart* series.

The Quickstarts provide PCA members with information on lifecycle thinking in general, the principles of design for sustainability as well as packaging specific facts to help with decision making.

Conventional wisdom has it that 70-80% of environmental impacts are locked in at the design stage. With plastics, for example, the Quickstart says: "Most plastics are technically recyclable in their pure form but their combination with other materials and their design and composition may affect recyclability. Products therefore need to be carefully designed to maximise recyclability."

The D4S Quickstarts can be downloaded from:

<http://pacia.org.au/Content/QuickstartPublications.aspx>

If you require more information, contact:

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